



A High-Value Public-Private Partnership

*Delivering Quality of Life, Economic Impact, and
Responsible Stewardship*



Who We Are

- The Dallas Zoo's role and purpose are embedded in the City Charter
- Entered into a public-private partnership between the City and Dallas Zoo in 2009 to operate and improve this iconic city asset
- Exists as an independent 501(c)(3) nonprofit
- Agreement with the City enables us to deliver specialized expertise and the ability to leverage philanthropy
- Zoo operates on behalf of the City to deliver mission-driven benefits for all visitors



CHAPTER XVII. PARK AND RECREATION DEPARTMENT

(7) to provide for an animal zoo and to exercise supervision and control thereof;



A Proven Partner with a Growth Mindset

Metrics	2009 (City Management)	2025 (DZS Management)	Percent Increase
Annual Attendance	629,000	951,000	51%
Operational Revenues	\$16.3M	\$38.3M	135%
Total Employees <small>Additional concessionaire staff</small>	228	433 163	90%
School & Camp Program Attendance	63,000	130,000	106%



A Champion for Education

Unique nature-based environment with learning programs tailored for kids of all ages, led by expert educators

- Only full-day, nature-based preschool in Southern Dallas, ***Wild Earth Preschool***
- Flagship field trip destination
- Youth leadership through Wild Adventures Camp and Zoo Crew program
- Homeschool Days, Sensory Friendly events, year-round programs for all ages
- Traveling Ambassador Animal program presents up-close animal experiences at schools and community sites
- Internship program
- Work study programs with DISD, Cristo Rey College



Expertise Rooted in Science

World-class leadership and expertise with unique and ever-expanding network across the country and around the world

- World leaders in animal population management
- One of approximately 25 zoos in AZA with a specialized animal nutrition program and nutritionist on-staff
- Comprehensive behavioral science program
- Strategic relationships with outside experts, including specialists at UT Southwestern and Methodist Hospital
- Partner with law enforcement as part of wildlife confiscation network



ASSOCIATION
OF ZOOS &
AQUARIUMS



Wildlife Trafficking
Alliance



Home to a Specialized Animal Care Facility

Hospital infrastructure and staffing to care for the 2,000+ animals at the Dallas Zoo

- Onsite veterinary hospital
- Care for more than 2,000 animals, plus quarantine areas for incoming / intake animals (from other zoos or from law enforcement confiscations)
- Staffed with 4 veterinarians, 6 vet techs, dedicated hospital zoologists, and support staff
- One of few institutions equipped with an EEHV (Elephant endotheliotropic herpesvirus) laboratory



A Community-based Conservation Effort

Partner with local, state, national, and international organizations to support conservation

- Investment in staff support and funding for Texas wildlife conservation projects
- Off-site Whooping Crane Center of Texas is dedicated breed-and-release facility for endangered species
- Partner with Lights Out Dallas for annual migratory bird census and bird collision surveys
- Key advocate for bird collision avoidance with new Convention Center plans
- Wild Earth Field Expedition program to send staff on trips to work with conservation partners
- 40 conservation projects in 23 countries!



Creating a Zoo for All

Ensuring members of our community can see themselves in the Zoo, at the Zoo, and with the Zoo

- 5-year plan focused on People & Culture
- Community Impact board committee
- Launched Zoo For All discount membership program in late 2025
- Certified as a Sensory Inclusive Location by KultureCity
- Ongoing rollout of bilingual signage and investment in bilingual staff training
- Title 1 field trip discounts and free bus parking
- Discounted admission for military members



EXPANDING ACCESS

- 400,000+ visitors attend for less than \$13
- 100,000 visit for FREE



Centerpoint for the Community

Anchor for placemaking and a collective revitalization effort in Southern Dallas in what has become a growing district, centered around the Zoo

- 2nd largest employer in Oak Cliff; 35% of Zoo employees live in Oak Cliff
- Annual participant in key community events
- Host free admission for City Council District Days
- Discounted admission to Dallas Zoo Lights Community Night
- New Zoo parking garage is first in set of neighborhood enhancements to improve walkability and connectivity
- Partnering with Halperin Park, East Dock development on openings, programming
- Engaged through Visit Dallas with FIFA World Cup host city activations



Economic Multiplier for the City of Dallas

NEW Economic Impact study shows visitor spending, job creation, and tax revenue generated well beyond Zoo gates

Impact	Over Next 12 Years	Annual Average
Total Economic Impact	\$3.2 billion	\$268.7 million
Direct Spending	\$1.7 billion	\$139.5 million
Zoo Operational Spending	\$597 million	\$49.7 million
Off-site Spending by Zoo Patrons	\$1.1 billion	\$89.8 million
Jobs Supported	21,600 jobs	1,800 jobs
Total State & Local Taxes	\$149.9 million	\$12.5 million

Every \$1 the City invests in the Zoo has an \$18 Return on Investment in terms of economic impact.

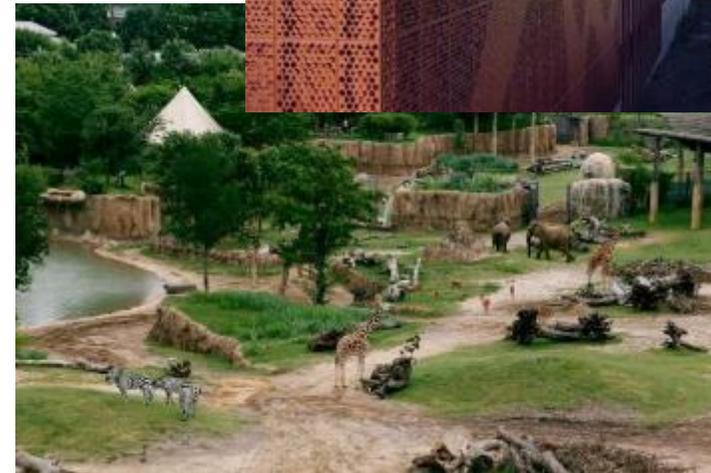
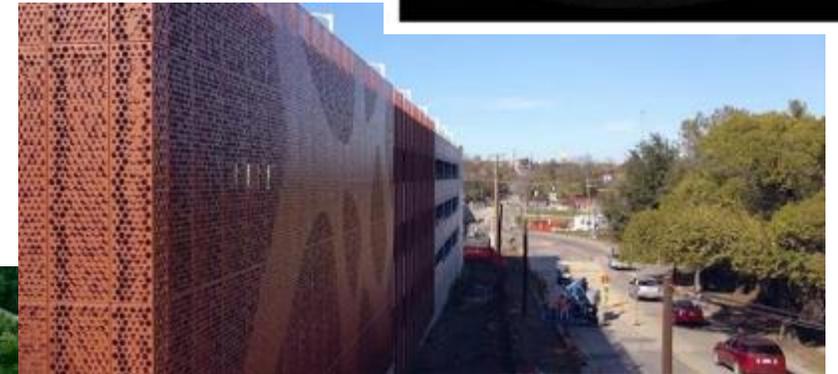


Source: Economic and Fiscal Benefits of the Dallas Zoo (Tourism Economics and Canopy Strategic Partners study, 2026)

A Fiscally Responsible Partner

History of being a strong steward of public funds & City assets

- Management service fee from the City supports specialized operations, expertise, compliance, and accessibility
 - Care for more than 2,000 animals
 - Professional veterinary, nutrition, behavioral support
 - Manage 111 acres across two unique sites (Zoo + WCCT)
 - Support for free / discounted admission programs for public and schools
- Zoo reinvests earned revenue into routine maintenance and renewal
- Our approach protects and extends the life – and the value – of the City’s assets
- City bond funding is reserved for transformational capital projects and growth opportunities



Benchmarking: Management Service Fee

Dallas manages more City-owned assets, over more acreage, with broader responsibility – and does so at a competitive or lower cost per unit

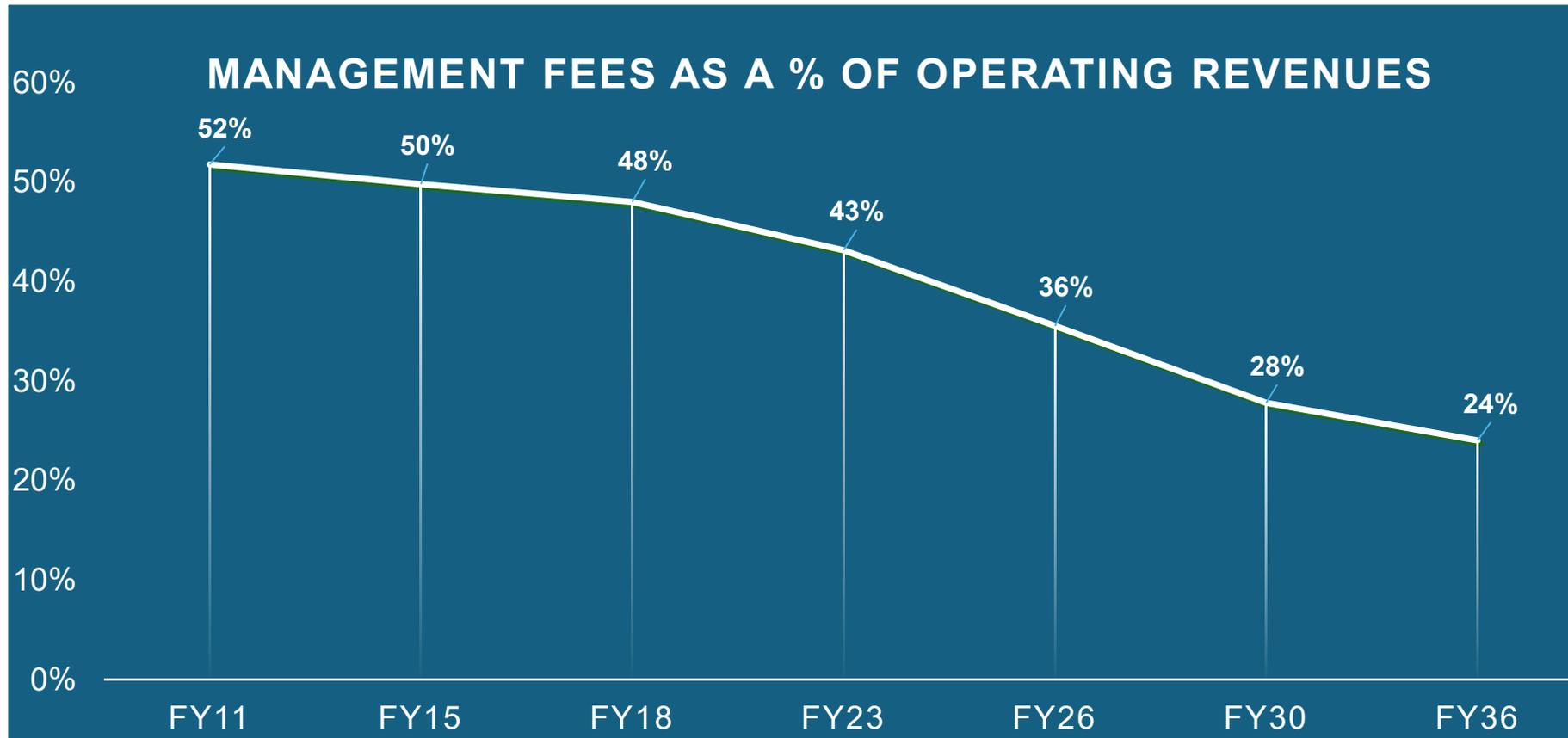
	Annual Attendance	Operational Revenues	Management Fee	Fee as % of Operational Revenues	Fee Fixed or Adjusted	Total Acres Managed	City Fee per Acre
Dallas Zoo	951,000	\$41.9M	\$14.9M	36%	Fixed	111	\$134,234
Fort Worth Zoo	1.4M	\$50M	\$13.5M	27%	Adjusted annually	64	\$210,938
Houston Zoo	2.0M	\$72.6M	\$12.5M	17%	Adjusted annually	55	\$227,273
John Ball Zoo	725,000	\$25M	\$7.2M	29%	5% annually	103	\$69,903
Akron Zoo	415,000	\$27M	\$15.2M	56%	Adjusted annually	107	\$142,056



Comparisons adjusted for asset footprint, visitation, and operating scale

Reducing Reliance on Public Support

A look at the history and future projections that show decreasing reliance on management service fee as we continue to grow and evolve



A Look at the True Financial Impact

Move to public-private partnership and management service fee model has yielded millions in savings for the City

\$6M

Entering into the public-private partnership immediately saved the City \$6M

\$249M

Since 2009, the public-private partnership has saved the City \$249M

\$74M

Projected savings to the City through life of contract from the CPI removal

\$324M

Projected total savings to the City over the life of the contract





WILD HORIZONS
Capital Campaign

***A Brief Look at the
Transformational Growth
that is in Our Future***

Safari Trail is set to open new areas every 12-18 months over the next five years.

A phased opening approach will help us increase attendance in a sustainable way.

Actively leveraging the City bond funds to spur private giving.

As of December 2025, we have raised more than \$76 million for this project.



WILD HORIZONS

NEW Parking Garage

SAVE THE DATE
March 31, 2026
Garage Dedication Ceremony

First of the campus enhancements that guest will see – opening Spring 2026!

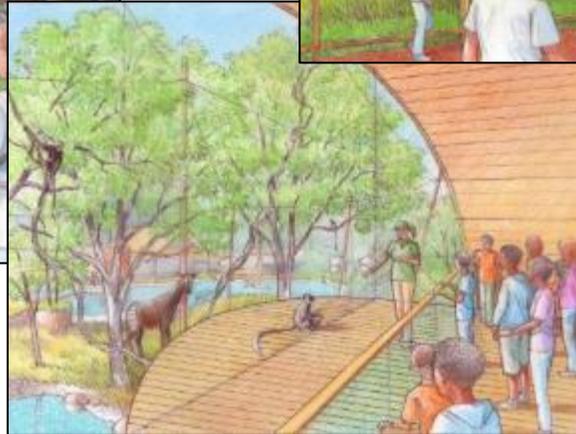
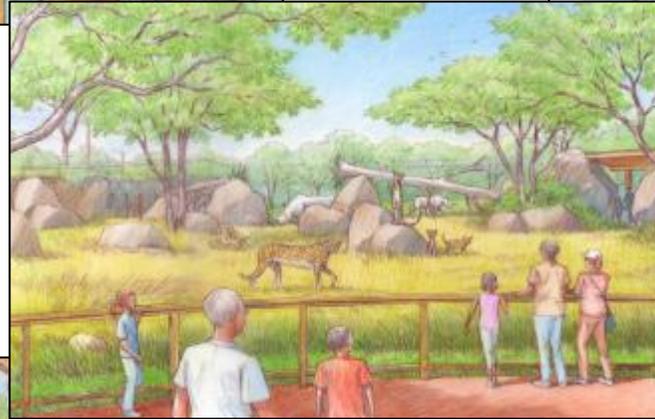
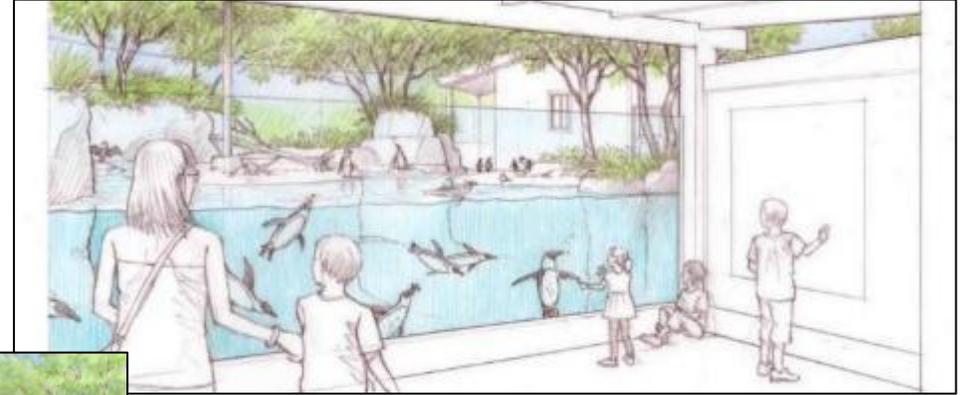
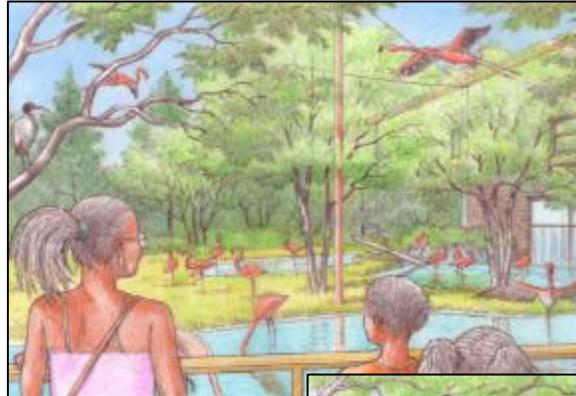
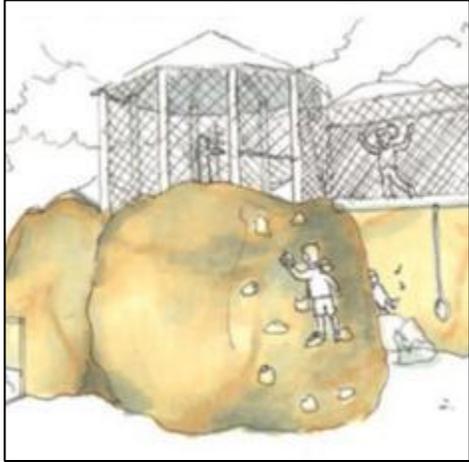
Adds 580 spaces to accommodate growth and ensures smoother traffic flow on peak attendance days

Fully funded by City of Dallas 2017 bond funds, NCTCOG, and private philanthropy

Serves the Dallas Zoo, Halperin Park, and surrounding developments



Safari Trail – Transformational Projects through 2030



**Thank you for
your ongoing
partnership!**

